



Volume 7, Issue 1

January 2006

On the Frontlines

Revised Clean Indoor Act changes Washington environment

Washington's expanded Clean Indoor Act, which went into effect December 8 after voters passed Initiative 901 by a 2-1 margin, is already changing the environment in Washington State. Compliance has been generally high and some facilities and campuses are even expanding no smoking zones as a result of the new law.



Kitsap reports success using 'reasonable' approach

In the weeks following enactment of the expanded Clean Indoor Air Act, Kitsap County Health District reports a high level of compliance by restaurants and bars, even the most 'hard core'.

"We are finding that a very calm, non-threatening stance has worked extremely well and once people really understand the way the law works, they have readily complied," says Roberta Kowald, of the county's tobacco program. "In fact we've had lots of compliments from business owners for our 'reasonable' approach."

For more information, contact Roberta Kowald at 360-337-5257 or kowalr@health.co.kitsap.wa.us.

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Resources

Collaboration pays off for Snohomish

The Snohomish Health District's Tobacco Prevention and Control Program has built on its positive working relationship with the Food and Living Environment Program of the district's environmental health section to more effectively implement the expanded Clean Indoor Air Act. Early meetings with management and staff paid off in building a collaborative working relationship and sense of teamwork.

As a result, all Food and Living Environment inspectors carry "no smoking" signs and brochures, and more than 1,850 Q&A sheets were mailed with food establishment license renewals in December. A letter, window cling, and mini-poster are included with every food establishment permit.

The same collaborative approach will be employed in coming months as efforts shift to enforcement issues, says Pam Wessel-Estes, the district's tobacco program manager. The tobacco program will work with local fire districts, city and county planning departments, prosecuting attorneys offices, and others to address compliance issues and "butt huts".

For more information, contact Pam Wessel-Estes at 425-339-8703 or pwesselestes@shd.snohomish.wa.gov.

Grays Harbor moves into enforcement

After education efforts ran headlong into strong opposition to the new Clean Indoor Air Act, Grays Harbor Health Department is now moving forward from the initial plan of educating businesses and the public to enforcing the new law.

Once new complaints are lodged against businesses that have received official warning, the county will refer the matter to the city attorney or county prosecutor, who will then have the option of filing a civil action in Grays Harbor County Superior Court.

"We understand for some businesses this is a hard pill to swallow," says Dan Homchick of the Grays Harbor Health Department. "This is why we have allowed ample time to educate and have conversations with business owners and the public."

For more information, contact Dan Homchick at 360-532-8665 or dhomchick@co.grays-harbor.wa.us.

Chelan Douglas meets enforcement challenges

A Wenatchee restaurant and bar had its liquor license suspended for 30 days following an incident where local police were responding to a complaint of smoking at the bar, following enactment of the new Clean Indoor Air Act.

The penalty was based on alleged violations of over-service, failure to allow an inspection, an intoxicated employee, and disorderly conduct observed by local police when they visited the bar. In one instance the police were allegedly confronted by the bar's owners and provoked by an unruly crowd of between 40 and 60 bar patrons.

For more information, contact Chelan Douglas Health District Environmental Health Director Marc Marquis at 509-886-6483 or marc.marquis@cdhd.wa.gov.

San Juan County considers smoke-free proposal in light of I-901

This month, San Juan County commissioners will consider a proposal to make all county facilities smoke-free, including the fairgrounds and parks. Martha Sharon of the San Juan County Health and Community Services developed the proposed ordinance following the passage of I-901.

“I thought that since San Juan County passed I-901 with the highest margin of any county (69 percent) and, according to the last Behavioral Risk Factor Surveillance System Survey, we have only 11.5 percent adult smoking rate, we have the political will to pass this ordinance,” says Sharon. “A lot will hinge on the public hearing, but our commissioners are very enthusiastic about the proposal.”

For more information, contact Martha Sharon at 360-370-7515 or marthas@co.san-juan.wa.us.

Sound Transit expands smoke-free zones

Following the passage of I-901, Sound Transit prohibited smoking at all of its facilities. The agency modified the Tobacco Program’s “no smoking” signs to include all transit facilities (photo at right).

I-901 hot line and Web site big hits

Since Washington’s expanded Clean Indoor Act went into effect December 8, the Tobacco Program has been involved in a number of activities to educate businesses, local health jurisdictions, and the public about the new requirements. Among those efforts, the toll-free information line (877-INFO-901) and information posted on www.secondhandsmokesyou.com stand out as quantifiable successes.



Since the information phone line went into operation on December 8, more than 770 people have called seeking information about the expanded law. Traffic to www.secondhandsmokesyou.com increased significantly in December with 14,520 visits to the site, 161 percent more visits than in the last two weeks of November. On December 8, www.secondhandsmokesyou.com received a total of 3,017 visits in one day, three times the average number of visits for the 28 other days that were analyzed.

To comply with all the new clean air requirements, the Washington Department of Health posted “No Smoking” signs at entrances/exits of all facilities, and smoking will no longer be allowed in the fountain courtyard between Tumwater Town Center Buildings 1 and 2, or in the entrance corridors to the fountain courtyard.

For more information, contact Julie Pyatt at 360-236-3643 or julie.pyatt@doh.wa.gov.

Hot Topics

Washington gets improved report card

The American Lung Association gave Washington State two “As”, a “B”, and a “C” in its annual report that grades tobacco control policies in four key areas in all 50 states, the District of Columbia, and Puerto Rico. [View the report.](#)

National decline in teen smoking appears to be nearing the end

Results of this year’s “Monitoring the Future” survey from the University of Michigan show a decline in youth smoking since the mid-1990s, but a decelerating rate of decline over the past few years. [View the media release.](#) [View the Campaign for Tobacco-free Kids’ response to the report.](#)

Smoke-free law reduces indoor air pollution

A study by the Rhode Island Department of Health found that the number of respirable suspended particles in local establishments decreased by 96 percent after the statewide smoke-free law went into effect. [View a press release with a link to the report.](#)

Secondhand smoke has more toxins than mainstream smoke

An article in the December 2005 issue of *Tobacco Control* shows inhaled fresh side stream cigarette smoke is approximately four times more toxic per gram total particulate matter than mainstream cigarette smoke. [View the abstract.](#)

Italy’s smoking ban led to drop in consumption

A November 7 article in the *Annals of Oncology* shows that Italy’s public smoking ban has led to an 8 percent drop in cigarette consumption. The policy is almost universally accepted and does not seem to have had an adverse effect on business. [View the abstract.](#)

Need to Know

***Building on Success: The Opportunities Ahead* rated highly**

The Tobacco Program’s *Building on Success: The Opportunities Ahead* conference in November was rated above average or outstanding by 76 percent of those who completed the online evaluation survey, compared to a 70 percent rating in 2004. The survey generated 121 responses, nearly double the 65 responses in 2004.

Eighty-nine percent (89 percent) gave the highest ratings for the organization of the conference, and 92 percent would recommend the conference to others. More than 295 people attended the three-day conference, an increase of 21 percent over the previous year.

Conference workshop presentations are available on the [Tobacco Prevention Resource Center Web site](#), and posters are located in the assessment and evaluation section of the contractor Web site.

For more information, contact Paul Davis at 360-236-3642 or paul.davis@doh.wa.gov.

New secondhand smoke campaign launches

“Take it Outside,” the new secondhand smoke advertising campaign, was launched January 9 with radio ads, followed by television, outdoor, transit, and posters for multi-unit residential complexes.

The key idea of the campaign is to convince people that smoking belongs outside and away from others. The ads aim to educate about the specific health effects of secondhand smoke (i.e. respiratory illnesses, asthma), beyond just “bad.” The ads aren’t critical in tone but rather depict caring individuals who are merely unaware of the dangers secondhand smoke poses for children and others.



The target audience for the campaign is smokers ages 18 to 49 who live with at least one other non-smoking adult or child; a secondary audience is non-smokers exposed to secondhand smoke in the home.

The campaign was developed using focus group research in Seattle and concept testing and post-production testing in both Seattle and Spokane. [View the ads.](#)

For more information, contact Scott Schoengarth at 360-236-3634 or scott.schoengarth@doh.wa.gov.

New partnership with youth soccer planned

The Tobacco Program will be partnering throughout the 2006 season with the Washington State Youth Soccer Association (WSYSA).

Complete details of the partnership are still being worked out, but elements could include shirt sleeve patches for the youth on more than 13,000 soccer teams throughout the state; a major presence at the April 8 kick-off tournament in Tacoma; information for coaches, parents, officials, and players; a tobacco-free policy for all game facilities, coaches, and parents; stories in the WSYSA bi-monthly magazine; an anti-tobacco page on the WSYSA Web site; and much more.

For more information contact Scott Schoengarth at 360-236-3634 or scott.schoengarth@doh.wa.gov.

SHSCAP contract awarded

The Tobacco Program awarded the new Secondhand Smoke Community Assistance Project (SHSCAP) contract to GMMB, the program’s current public relations contractor, in a competitive bidding process. The previous SHSCAP contractor was the Health Improvement Partnership.

The program and GMMB will evaluate the scope of work for SHSCAP in light of the recent revision of the Clean Indoor Air Act and will be conducting a contractor needs assessment early this year.

For more information, contact Julie Pyatt at 360-236-3643 or julie.pyatt@doh.wa.gov.

Cessation Resource Center starts operation

Free and Clear, Inc. and Qualis Health are now under contract to operate the new Cessation Resource Center.

The center will provide resources, training, and support, including health care provider training, First Steps clinics, and other cessation services. The new center will assume and expand on cessation work previously conducted by the Tobacco Prevention Resource Center, and the two entities are coordinating efforts to ensure efficient delivery of the resources and training that contractors need.

Additional information will be available as those plans are confirmed.

For more information, contact Julie Thompson at 360-236-3722 or juliet.thompson@doh.wa.gov.

Youth campaign generates responses

There have been almost 132,000 visits to the micro Web site www.ashtraymouth.com in the first three months of the Tobacco Program's new youth campaign, "Smoking is Gross." The site is referenced prominently in the new campaign, which launched in October with television, radio, and print ads.

The micro site has proven to be popular with the 12- to 14-year-old middle school target audience, and visitors continue to average more time exploring the site and even clicking through to www.unfilteredtv.com.



In mid-December, more than 100,000 bookmarks were shipped to middle schools around the state, billboard and transit signs are up in many counties, and banners have been delivered to skate parks. Additional handouts have been sent to Boys and Girls Clubs and YMCAs statewide. The campaign is scheduled to continue running – including the radio and TV spots – until June.

In 2005, there were 23,912 television youth tobacco prevention spots aired (two campaigns), and 24,572 radio spots played. [View the ads.](#)

For more information, contact Scott Schoengarth at 360-236-3634 or scott.schoengarth@doh.wa.gov.

UW Tobacco Studies Program selects students

New students have been selected for the University of Washington Tobacco Studies Program, an academic program in the School of Public Health and Community Medicine. The Department of Health Tobacco Prevention and Control Program funds the program.

The program, which began three years ago with an American Legacy Foundation grant, offers graduate students the opportunity to pursue tobacco use prevention, treatment, policy, and research through a course on tobacco and public health, tobacco-related seminars, and a journal club.

It also provides financial support for eligible students who agree to a range of requirements that may include an internship with a tobacco control agency or research project. Projects and activities of the students (pictured at right) will be published in a future edition of this newsletter.



The new UW Tobacco program students are (l to r): TheAnh Nguyen, Caleb Banta-Green, Megan Fesinmeyer, Sarah Ross-Viles, DeAnn Crompton, and Heather Ngai.

For more information on the University of Washington Tobacco Studies Program or to receive announcements about seminars and events, contact Sara Savage at 206-616-3767 or sarasav@u.washington.edu.

Northeast hosts Victor DeNoble

The American Lung Association of Washington, in partnership with the Northeast Tri-County Health District, hosted Dr. Victor DeNoble for three speaking engagements November 10 in Pend Oreille and Stevens County.

DeNoble talked to 11th and 12th graders at Cusick High School before heading to a “lunch with Dr. DeNoble” event at the Stevens County Fairgrounds with school personnel, county council members, health care professionals, and community members. The last stop of the day was at Colville Junior High School, where he addressed more than 350 students.

In 1994, after a congressional release from a confidentiality agreement with Philip Morris, DeNoble became the first “whistle-blower” to begin tearing down the wall of secrecy built by the tobacco industry. He was the key witness in the federal government’s case against the tobacco industry.

For more information, contact Paul Davis at 360-236-3642 or paul.davis@doh.wa.gov.

Fire Injury and Tobacco Program team up

The Tobacco Program and the Fire Injury Prevention Program are working together to help prevent injuries and deaths from home fires. The Tobacco Program has developed a flyer noting that smoking can lead to home fires, information about how to quit smoking, and the Washington Tobacco Quit Line telephone number.

The flyer will be included in a packet of information about home fire prevention distributed to select communities across the state, an annual outreach effort by the Fire Injury Prevention Program.

For more information, contact Julie Thompson at 360-236-3722 or juliet.thompson@doh.wa.gov or Mary Borges at 360-236-3606 or mary.borges@doh.wa.gov.

GMMB hires tobacco practicum student

Mackenzie Melton, a University of Washington graduate student who currently works at the Fred Hutchinson Cancer Research Center, has been hired by GMMB to collect and analyze media data. Mackenzie, with direction from GMMB and Department of Health's epidemiologists, will create a unique and in-depth report that will provide the Tobacco Program with valuable information about the trends in media coverage concerning cessation, prevention, secondhand smoke, new tobacco products, health effects of tobacco, policy and regulation, and other media related tobacco coverage.

For more information, contact Tod Steward at 206-352-8598 or tod.steward@gmmmb.com.



Resources

National speakers to present two TPRC trainings

Terri Dreussi Smith, co-author with Dr. Ruby Payne of the best-selling book, *Bridges out of Poverty: Strategies for Professionals and Communities*, will be presenting in Okanogan on March 3. On March 21, Andrea Quijada, a nationally recognized trainer from the New Mexico Media Literacy Project (www.nmmlp.org) will be in Pasco presenting "Strategies for Making Media Literacy Work in Schools and Communities." Tobacco Prevention Resource Center trainings are open to all Tobacco Program contractors and community members.

To register for these and other trainings, visit www.tobaccoprc.org.



Access Seattle 2006

The Access Seattle 2006 conference, *Preventing Youth Access to Tobacco: Social Sources – Turning Plans into Action* will be a forum discussion with presentations, workshops, and keynote addresses centered on social sources of tobacco for youth. The conference will be held on April 12-14, 2006 at the Westin Hotel in Seattle. Registrations must be received on or before March 3.

For more information, visit www.accessseattle2006.org.

Online Newsletters

[*Tobacco Free Press*](#) – Tobacco Control Network, bimonthly

[*Streethory*](#) – American Legacy Foundation youth activism

[*Preventing Chronic Disease*](#) – Centers for Disease Control's online e-journal (click on subscriptions)

[*O₂ magazine*](#) – Teen Media Futures, educates youth on the issues and industry targeting (located on the unfilteredtv.com site)

[*TTAC Exchange*](#) – Tobacco Technical Assistance Consortium, quarterly tobacco control newsletter

Other Online Resources

American Cancer Society – www.cancer.org

American Heart Association – www.americanheart.org

American Lung Association – www.lungusa.org

Americans for Nonsmokers' Rights Foundation – www.no-smoke.org

Asian Pacific Partners for Empowerment and Leadership – www.appealforcommunities.org

Centers for Disease Control, Office on Smoking or Health – www.cdc.gov/tobacco

National African American Tobacco Prevention Network – www.naatpn.org

National Center for Tobacco-Free Kids – www.tobaccofreekids.org

National Latino Council on Alcohol and Tobacco Prevention – www.nlcatp.org

Policy Advocacy on Tobacco and Health/The Praxis Project, Inc. – www.thepraxisproject.org

Teen Health and the Media, University of Washington/Washington Department of Health – www.depts.washington.edu/thmedia

Tobacco Technical Assistance Consortium – www.ttac.org

Tobacco Prevention & Control Program Clearinghouse

360-236-3966

tobacco.clearing@doh.wa.gov

New clearinghouse items

The new youth prevention materials associated with www.ashtraymouth.com are now available through the Clearinghouse. These materials include scratch and sniff post cards (limit 25), cling postcards (limit 100), and bookmarks (limit 100).

Also available to county contractors are additional I-901 signs. We also have available the "No Smoking" sign in English and Spanish as well as the "This is a Non-Smoking Establishment" in English and Spanish. We also still have the window clings available. Please prepare a distribution plan for these signs and forward it along with your request to your contract manager.

For any questions or additional information, please contact Jennifer Dodd at 360-236-3966 or jennifer.dodd@doh.wa.gov.